



UANL

UNIVERSIDAD AUTÓNOMA DE NUEVO LEÓN

Anexo 8.3

Programa Condensado



FCPyRI

FACULTAD DE CIENCIAS POLÍTICAS Y RELACIONES INTERNACIONALES

Learning Unit: Ethics and social responsibility	Last updated: August, 2017
Major: Energy Management and Sustainable Development	Plan: 401
Semester: 6th	Credits: 3

Week	Topic	Activities, homework and exams	Bibliography
1	Introduction Part One: ethics and business	> Read introduction > First discussion: what is the responsibility of corporations?	(Vogel, 2005) (Martínez, 2011)
2	Origin and evolution of the concept	Situating the debate on social responsibility	(Vogel, 2005) (Martinez, 2011)
3	The business case for Corporate Social Responsibility (CSR)	Discuss the business reasons for CSR Exercise: think of a business case	(Vogel, 2005) (Benn, Bolton, 2011)
4	Role of consumers	Discuss the role and responsibility of consumers holding companies accountable	(Benn, Bolton, 2011) Online sources
5	Labels and certifications	Evidence 1: Exposition of Mexican certifications First partial exam	Online sources
6	Part Two: fields of Corporate Social Responsibility CSR and labor: concerns	Discuss theory: > Short history of labor rights > Exploitation > Workers health	(Benn, Bolton, 2011) Online sources
7	CSR and Labor: practice	> Discuss good/bad practices of managing labor rights > Success and failure of CSR and labor rights	Vogel (2005)



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8	CSR and Labor: alternatives	> Discuss cooperative movement > Local practices	Online sources
9	CSR and the Environment: concerns	Discuss: > the company and the environment in a globalized context > Evaluation of CSR & environment	(Vogel, 2005) (Arnold, 2011)
10	CSR and the Environment: practices	Exposition and discussion of good/bad practices Read on 'greenwashing' Evidence 2: Essay on CSR and the environment	(Benn, Bolton, 2011)
11	CSR and the Community: Concepts of philanthropy and community	Read on types of philanthropy Critical discussion of Role of philanthropy in solving social problems	(Kohl-Arenas, 2015). (Benn, Bolton, 2011)
12	CSR and the community: practices	Discuss cases	Information on companies in Nuevo Leon
13	Evaluation: the limits and possibilities of social responsibility	Debate on the role of corporate social responsibility vs. regulation Evidence 3: Assessment of a company (presentation)	(Vogel, 2005)
14	Evaluation: virtue or regulation?	Final exam Hand in Final Project	
15	End of clases		
16	Uploading grades		
17	Registration for second oppertunity		



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18	Second opportunity		
19	Second opportunity		
20	Upload final grades		

Activities for the student

- Students will have to read and discuss the material given by the teacher
- Students will have to develop both a critical and constructive view on social corporate responsibility, taking into account both its limitations, pitfalls and contradictions, as well as learn how to argue for social responsibility programs and propose improvements
- Student will gather insight into the main fields of concern that social responsibility reacts to, such as labor rights, environmental concerns, etc. in order to propose effective programs if they were to manage a social responsibility programs
- Students will, with the aid of the teacher, develop an understanding of the most important programs and labels that are relevant to their local context
- Students will learn to take into account the various issues and stakeholders that matter when setting up social responsibility programs

Evaluation and grades

- Evidence 1: exposition of a social responsibility label (10%)
- Evidence 2: Essay on social responsibility and the environment (10%)
- Evidence 3: Evaluation of the social responsibility efforts of a company stationed in Nuevo Leon (10%)
- First partial exam (15%)
- Second partial exam (15%)
- Values (10%)
- Final project: the students must, in teams, make a proposal for a specific social responsibility program. This can be for a specific company, or broader the laugh of a label, consumer group, network, etc. (30%)

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ccp. Secretarios Académicos
ccp. Auxiliar Académico
ccp. Alumno